



A CRITICAL DISCOURSE ANALYSIS OF POLITICAL COMMUNICATION ON SOCIAL MEDIA: A STUDY ON TWITTER

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ABSTRACT

In the age of digital world, social media is said to have an impact on the public sphere and communication in the society. Although it's a microblogging site that only allows people to post a mini writing (140 characters), Political parties, politicians, supporters, etc. use it to spread not only information in general but also political opinions publicly through their networks. It also helps in the purpose of entering into direct dialogs with citizens and encouraging more political discussions.

This research takes into consideration three interrelated fields- in particular, politics, journalism, and media studies and explores how Twitter is utilized in the Indian political scenario. The advent of web-based content generating and sharing technologies, is considered critical for public political participation. This is so because new data and communication technologies, connect participatory holes as they encourage nearly anybody, with the right idea, a chance to dispense their perspectives.

The study aims to examine the extent of use of social media by the political parties to promote their image and political messages, among their supporters and peoples in social networking sites. This research intends to explore the efforts of social media use pattern and similarities in support for parties in the real world, relate it to the virtual environment and the effectiveness of social media as a platform for continuous dialogue with citizens in modern politics and its implications for the mainstream news media in India.

The Critical Discourse Analysis was used to investigate the role of Twitter in endorsing open politics online. Experimental confirmation assembled through collection, archiving and study of tweets has demonstrated the potential part of social media in encouraging political interest in India during the year 2017.

Qualitative analysis, using political discourse study has shown that Twitter was a site for ideological clash, which dispersed any attempt to classify the space as another public sphere. The unreasonable idea of communication on Twitter, together with ideological clashes demonstrated that Twitter was to a greater extent a public space and not public sphere. To further detect the sentiments in political tweets based on the semantic rules, sentiment analysis approach has been adapted.

KEY WORDS: Twitter, hastags, political communication, twittersphere, political participation, social media election.

INTRODUCTION:

The Internet is a sphere that can involve virtually all levels of the political communications world simultaneously. At the same time, it can embrace the political parties who are promoting their image and political messages via social networking sites. The social media has caused major changes in the political communication. They have become a useful resource often used by the politicians in order to strengthen their visibility. All the new media resources viz., the websites, blogs, Facebook, Twitter, Google Plus, etc., of the politicians or the political parties allow the affirmation of a discursive identity of politicians, contributing to the customizing of the political discourse. In the past few years, social networking sites have made a rapid growth of user counts.

Social media has emerged as an essential tool of communication and has created new ways of political mobilizing and encourage social media users in political activities ranging from joining their political groups by tweeting short messages on Twitter, status update in Facebook, expressing supports through blogs and uploading videos on YouTube.

Political communication has become a major focus in the growing field of social media studies. Researchers across the globe analyzes political online communication. This analysis aims to identify how the political parties managed to mobilize social media users by means of the communicating through social networks sites, Twitter in specific.

Social Media in Political Communication:

In the context of the relationship between the politicians, social media and the public, there are a number of functions that the Internet follows:

- The politicians promote their controlled speech and present their point of view without being interrupted by the journalists or by the media format limitation, etc.
- Social Media gives them privilege to post a presumptive political agenda. While nowadays, it has become a common practice for the journalists to get some statements from the Twitter accounts of the politicians.
- By means of the social media, political parties or politicians mobilizes the public and invites them to participate in the discussion on issues of public interest.
- By using the social media tool, politicians and the political parties interacts apparently with more efficiency with their supporters, beyond the institu-

tional and bureaucratic rigors.

Social Media in Indian Politics:

The 2014 elections were dubbed the first "social media election" in India, when more than 56 million election-related tweets were posted during the campaign. The 2014 elections were dubbed the first "social media election" in India, when more than 56 million election-related tweets were posted during the campaign.

Social media is playing a considerable new role in Indian democracy. With the changing politics of India, political parties and politicians have found a new ways of reaching out to a younger and aspiration population are also changing. At present, political parties are increasingly embracing social media to encourage the people. It is really a long leap from the times when politicians used to rely on posters, graffiti, banners and personal canvassing to win over voters.

However, all of these are still in trend but increasingly, in the urban India, political parties are becoming tech savvy, understanding that this is the only way to reach out to the eloquent youths. Among the major political parties in India, the Bharatiya Janata Party, (BJP) has the biggest charisma in social media. In the recent years, the party has dig deeper, several senior leaders such as Amit Shah, Sushma Swaraj, Rajnath Singh, Arun Jaitley, and many more are on Twitter. In fact Narendra Modi added the highest number of followers in India in a single day. He started the day at 3,986,878 followers and ended it at 4,091,739 and now 41.5 million. Incidentally, his tweet "India has won" is the most retweeted ever in India.

Some politicians have been accused of boosting their apparent popularity on social networking sites with legions of followers who don't exist and of using social media to smear their opponents. Worse, social media have been used to fan violence against religious and ethnic groups.

What is Twitter?

The mission statement of the microblogging platform Twitter is:

"to give everyone the power to create and share ideas and information, instantly, without barriers." (Twitter, 2016).

It is clear that Twitter has ended up as a critical device for communication and it is not only used by people, but business entities and not for profit organisations as well. Weller et al (2014) go on to argue that "Twitter is progressively utilized as a source of real-time data and a put to wrangle about news, legislative issues, commerce and entertainment". This implies that the networks that emerge from the

use of Twitter brings entities with diverse capacities together. It is apparent that the stage has modified the media biology.

In addition to adopting user initiated innovations that the platform has incorporated, Twitter has also responded to the need to enhance communication through the platform by developing tools that allow users to evade censorship (Twitter-Blog, 2011).

Most Active Indian Politicians on Twitter:

With more than half of India's young population, our politicians have now resorted to the social media to reach out to their young voters. (Ref. Annexure-1.20)

- (i) **Narendra Modi:** Prime Minister Narendra Modi is a man of social media. Over the last four years, if he has managed to convey a message, it is that he distrusts the majority of the press. He carefully picks who he wants to be interviewed by. For everything else, the PM relies on his massive social media presence — 43 million on Facebook and 41.5 million on Twitter — to do his bidding.
- (ii) **Rahul Gandhi:** Rahul Gandhi has added almost thrice new followers on Twitter in the past few months, according to an article in The Times of India. The article has quoted sources as saying that more focussed engagements on social media are the reason behind this increase. The Congress vice-president now has 6.39 million followers. The Congress scion has been very active on the micro-blogging site recently, weighing in on demonetisation and the agrarian crisis.
- (iii) **Shashi Tharoor:** At times, Shashi Tharoor is also referred to as the "Twitter minister". He has 6.6M followers on Twitter which makes him the most persuasive politician on Twitter.
- (iv) **Arun Jaitley:** Arun Jaitley is one of the most powerful ministers in the current government and is leading in the list of the active politician on social media. He has 12.3M followers on twitter
- (v) **Sushma Swaraj:** She has made her presence felt on social networking sites very prominently. She has more than 11 million followers on Twitter.
- (vi) **Akhilesh Yadav:** Former Uttar Pradesh Chief Minister Akhilesh Yadav has 7.73 million followers on. He is the super active member of social media with his regular tweets and updates attacking the government.

REVIEW OF LITERATURE:

Some of the more notable Twitter studies in the field of political communication is concerned with the study and analysis of communication during election campaigns (Jungherr; Schoen; Jürgens, 2016; Conway; Kenski; Wang, 2015; Larsson; Ihlen, 2015). In addition to studies on Twitter use in elections in a global context, other noteworthy case studies have been carried out that address specific issues of political communication in elections, such as vote predictions (Burckhardt; Duch; Matsuo, 2016; Guerrero-Solé; Corominas-Murtra; López-González, 2014); - Twitter use by electoral candidates, parties and voters (Quevedo-Redondo; Portalés-Oliva; Berrocal-Gonzalo, 2016; Miller; Ko, 2015);

Mainstream media have had to adapt to new digital forms of information sharing—as evidenced by various empirical studies (Pont-Sorribes; Codina; Pedraza- Jiménez, 2010)- and even more so since the advent of digital social media, where what a person is or represents is less important than what they say in posts and share, tweet, or retweet to friends or followers. Since Twitter emerged as a platform for political communication, it has fundamentally changed the dynamics of electoral campaigns and political processes, not only in terms of how candidates and political actors fulfil their electoral promises and governing objectives, but also in how information flows between the public, activists, and political elites (Ammann, 2010).

Identity, online performance and the relationship between the online and offline worlds:

One question for the study of social media discourse, from what we have so far said, involves the question of how online discourse relates to offline. What is the relationship to what people do, say and show – the concepts, values and discourse – online, to their offline lives, or even across social media platforms? The need to acknowledge the social goings on that lie behind texts has been something that discourse analysts have more widely acknowledged (Fairclough 2000; Richardson 2007) in order to more fully understand the nature and origins of the ideologies that can be revealed in texts.

A simple distinction between offline and online does not capture the complex way that social media have become so thoroughly embedded in the routines of everyday life (Bakardjieva 2005) as we become reliant on the Internet to accomplish basic daily tasks, do shopping, find a playground for the children, learn how to play the piano and check out a diagnosis for a rash on a child's foot. The online/offline distinction greatly inhibits our ability to describe and understand these communication processes. (Ellison et al. 2011). But this does not mean that

we simply ignore any such relationships. For Thurlow et al. (2004), the task is rather to look at how these social media are embedded in our everyday lives and also how our lives are embedded in social media. For discourse analysts therefore, this has consequences for what data are required and also for the tools of analysis. Empirical studies have pointed to the great value of understanding online behaviour as it interrelates with the offline. One such case is research on language use and minority language, where it is important to relate the vitality of language use both in everyday use and in social media as regards lessons that can be learned from this for helping endangered languages (Cunliffe et al. 2013).

Minority language may be used online while majority language is used offline (Fleming and Debski 2007).

The use of hashtags, @mention and retweet (RT):

Studying Twitter entails coming up with methods of “capturing” tweets and as argued in Chapter 1, one way of doing so is through the use of hashtags. In a very insightful presentation, Bruns and Burgess (2011) underline the importance of the hashtag as a “central mechanism for the coordination of convergence on Twitter”:

Hashtags are vital for a conversation on Twitter because they allow users to follow posts thus enabling users to: Communicate with a community of interest around the hashtag topic without necessarily needing to go through the process of establishing a mutual follower/followee relationship with all or any of the other participants. (Bruns & Burgess, 2011).

Hashtags are crucial for a discussion on Twitter since they allow users to follow posts in this way enabling them to: Communicate with a community of intrigued around the hashtag theme without essentially requiring to go through the process of building up a shared follower/followee relationship with all or any of the other participants. (Bruns & Burgess, 2011).

Twitter facilitates political participation- Arguments:

The research focused basically on Egypt and Tunisia, where the creators made maps of the imperative Egyptian websites and looking at discussions in the Tunisian blogosphere. The authors examined more than three million tweets based on watchwords utilized and tweeted amid the revolutions and concluded that “for the first time, we have prove affirming social media's basic part in the Middle Eastern Spring” (Howard et al, 2011). More so, Howard et al (2011) acquiesce that equitable developments originated before the uprisings but are fast to say that “technologies have made a difference individuals interested in vote based system construct broad systems, make social capital, and sort out political action”.

In answering the question: Who uses Twitter, Howard et al (2011) state that:

“As a group, Twitter users are probably more educated and wealthy than the average person and more likely to be found in major cities, and these were likely to be opinion leaders for whom Twitter served as an important tool for carrying a conversation...”

Dissenting voices:

Theories on social media are still being examined and created as the field is still in its earliest stages. However, while there is in some respects a visible break between social media and conventional media, it can be contended that the advancement of hypotheses of the press in the 20th century can still offer assistance in understanding the changing relationship between social media and society today. Siebert, Peterson and Schramm (1956) utilize a normative approach, categorised the world press into four models specifically: authoritarian, libertarian, social responsibility and Soviet Communist.

Given this background, it is acknowledged that the study of how Twitter facilitates political participation in India has to be done through the lenses of theories which specifically look at social media and not mass media in general. Social media platforms provide new opportunities to various groups and give power to people whose agendas would not have been reported in major mass media. Some researchers contend that with social media, control is moved from elites to a more prominent extent of media clients, thus eliminating induced hegemony (Chaffee & Metzger, 2001). The push towards “social interaction in content production and distribution favours the emergence of new media models, centred on gathering of individuals into variously articulated and distributed communities” (Mattina, 2007). Social media stages have a dialogical complexity lying in their “flexibility that communicators regularly have with respect to where to post messages, who to lock in with and the dialect to utilize amid interaction” (Rambe, 2012). This dialogical complexity may manifest in the various Twitter mechanisms which include following, @replies, @mention, retweeting (RT) and using hashtags.

Most theorists in the field of discourse focuses on the relationship between a text and other fields, such as culture and society. For example, Fairclough defines discourse as “the whole process of interaction of which a text is just a part” (1989).

Agenda Building in Social Media:

In the past, traditional mass media occupied a key position in the public

communication process as a precondition for political agenda building (Denham, 2010). However, the Internet and social media technologies have offered an alternative avenue for civil society and political leaders to draw attention to their causes, as shown by the use of social media technologies by the civil society in the Arab Spring and anticorruption movement in India in 2011 (Howard et al., 2011; Rodrigues, 2015).

Meanwhile, in a study of the changing patterns of news production and consumption in the United Kingdom, Newman, Dutton, and Blank (2012) found that the mainstream news media use the Internet to maintain and enhance their communicative power. They argue that the Fourth and Fifth Estates are increasingly building on and responding to each other in the new news ecology of the contemporary era. Similarly, Conway, Kenski, and Wang (2015), in their study of the 2012 U.S. presidential election, found a "symbiotic relationship" between agendas in Twitter posts and traditional news media. They say research suggests that traditional media and twitter feeds of politicians, campaigns are involved in a source cycle.

Twitter as a Public Sphere:

Habermas' (1996) revised the conception of the public sphere to imply a network for communicating information and points of view seem to give further credence to the supposition that discussions on Twitter may pass for a public sphere.

In as much as Habermas has revised the conception of a public sphere, seemingly trying to accommodate criticism leveled against his initial position, not all aspects could be addressed. As was shown above there are scholars who have tried to relocate and transplant the concept of the public sphere and either make it an international phenomenon or pluralise it. Rolfé (2010:366) speaks against this development arguing that: Such pluralising is achieved by draining the public sphere of its conceptual substance provided by its normative model of democratic participation and rational public debate, which raises questions about the analytical worth of concepts of public sphere to these arguments.

Operational Definitions:

Political Participation: It refers to the participation of citizens in the political processes and express their views and opinions.

Public Sphere: It is a platform where individuals come to discuss identical problems of social life.

Twittersphere: It is an online social media platform where people express their views and opinions on issues.

HYPOTHESIS:

Since Twitter emerged as a platform for political communication, it has fundamentally changed the dynamics of electoral campaigns and political processes, not only in terms of how candidates and political actors fulfil their electoral promises and governing objectives, but also in how information flows between the public, activists, and political elites.

1. Conversations on Twitter echoes the nation's interest and growing activism towards addressing important issues.
2. Popularity on Twitter or any other social media site doesn't guarantee electoral success but it captures the narrative in the digital space.

RESEARCH OBJECTIVES:

The purpose of the study is to examine and contrast data from tweet posts and how Social and digital media especially Twitter plays a role in the process of political discourse in India.

To meet the purpose, the research objectives are designed at addressing: the ways in which Indian politics is constructed on Twitter.

1. How is Twitter employed as an image building tool in the Indian Political context?
2. How do the tweets from the opposing parties discredit the image of politicians?
3. Which topics or themes were addressed within the Twitter community and what were their broader social, cultural and political contexts?
4. What types of predication political strategies can be identified in the tweets discourses?

LIMITATIONS OF THE RESEARCH:

Due to lack of time, the number of tweets studied is small and limited to only two major political parties. For the purpose of study only verified accounts of the respective political entities were considered. There may be some other influential political leaders on Twitter without verified accounts. This analysis could have been extended to multilingual data. There is need for good datasets in a wide range of time, since twitter limits the access to tweets over long periods of time.

This study purposely excluded Tweets that cover broad topical themes. Based on the criteria for selection, the tweets were included into the data. However, this can be counted as a limitation, since those omitted tweets can still carry valuable information. Therefore, there must be other unknown messages that need to be explored in the future. Apart from these limitations rest of the research went quite well without any major obstacles.

METHODOLOGY:

A few of the fundamental characteristics of communication in an online discourse community are small amounts of verbal communication, but more dependent on excess posts to get a point over.

The data gathered for the study was focused on the Twitter posts by some active Indian Politicians. Since Twitter does not allow automated software tools to collect tweets that are more than two weeks old, Twitter's advanced search option was used to collect the tweets manually. Further, tweets as well as their replies were selected for this study. However, tweet replies were used in determining tweets written for mockery purposes, as well as to clarify their stand on the issue should it appear to be ambivalent.

Political Discourse Analysis:

PDA can be viewed more in terms of a research field than a separate scholarly school or branch. In other words, the term PDA tends to be a description of the research object (political discourse rather than other types of discourse) within a broader discipline of CDA (van Dijk, 1997). PDA practitioners use various theoretical frameworks and research methods in CDA to decode the power, dominance, ideology, and hegemony in the text and talk of political bodies or politicians. It can be traced back to as early as Aristotle's works on politics, which discuss rhetoric in political speech.

Twitter Dimensions:

Twitter as a platform seems deceptively simple- a platform to send short messages, about anything to someone or nobody in particular, at a certain point in time. However, the particular potential of Twitter in politics actually is still being debated. Some of the major questions focus on whether Twitter can close the gap between politicians and citizens (Dolezal2015), whether Twitter can engage people (Park 2013), and whether Twitter can help politicians and political parties gain votes.

Dissecting the Tweet:

Regarding Twitter, the data to be tracked and monitored are in the form of public "tweets" to which access can be easily obtained:

- **Discursive constructions:** the means by which discursive objects are constructed.
- **Discourses:** the difference between constructions and their relevance within wider discourses.
- **Subjectivity:** the consequences of adopting subject positions and the way that this influences subjective opinion.

METHOD OF STUDY:

Data Collection:

Collection of data in a systematic and organised manner is of key importance in the present study.

- **Sources:** As discussed, the present study employs critical discourse analysis to examine the selected fake news case, hence the data collected would be pre-published data collected from various sources like social media (e.g. Twitter). Secondary data sources like fact checking websites, investigative reports, etc. were also used for collection of fake news content deleted by the original source.
- **Selection of Data:** All the data cannot be analysed, therefore the data collected must be organised systematically and only the data that would make a substantial contribution to the study was selected.

Data analysis:

Analysing language use and tools: Linguistic aspects studied through CDA.

Discussion:

A discussion page was dedicated for an overall analyses of how language is used for the construction of Politics on Twitter, who are the producers and consumers of the Tweets.

Conclusion:

A final conclusion based on a critical analysis of the tweets will be drawn to understand the relationship between Indian Politics and Twitter and the role played by the online and mainstream media discourse.

Findings and Inferences:

Believability via web-based networking media has regularly been developed base and utilized to sidestep prevailing press in setting the story. Be that as it may,

here, we see a peculiar endeavor at the inverse. Segments of the prevailing press, in a coordinated battle, are endeavoring to set up Rahul Gandhi as a win via web-based networking media. Independent of whether there has been any substance to his online networking reevaluation, a relatively coordinated melody is out to dispatch him for the umpteenth time.

Pidi: The political dog

"Ppl been asking who tweets for this guy..I'm coming clean..it's me..Pidi..I'm way smart(emoticon) than him. Look what I can do with a tweet..oops..treat!"

Pidi also claimed he was responsible for a revamp of Mr Gandhi's account, which has recently drawn attention for its witty attacks on the government. This had caused many to ask who was tweeting for Mr Gandhi, whose account was earlier accused of being staid.

Pidi's "reveal" has caused a sensation. Mr Gandhi's latest tweet is being seen as a sarcastic response to allegations that he was using bots to make his Twitter account popular.

However, as innocuous as the tweet may have seemed, it seems to have caused quite a bit of controversy, with many pro-government Twitter accounts attacking it as an example of "sycophancy". Two spoof accounts for Pidi the dog have also been created, both of which criticise the Congress party and make fun of the video. But with more than 10,000 retweets, Pidi seems to have won this round. And it's difficult to disagree with the unseen voice in the video as it ends. Pidi is most definitely a "good boy".

Yogi Adityanath's Twitter war with Siddaramaiah:

Welcoming the Uttar Pradesh chief minister, Siddaramaiah tweeted:

"I welcome UP CM Shri @myogiadityanath to our state. There is a lot you can learn from us Sir. When you are here please visit an Indira Canteen & a ration shop. It will help you address the starvation deaths sometimes reported from your state. #YogiInBengaluru,"

Adityanath quickly reacted. Expressing gratitude toward Siddaramaiah for the appreciation, he referred to an expansion in ranchers' suicides and charged sick treatment to fair government authorities under the Congress regulation. He additionally called attention to that he was attempting to "fix the hopelessness" released by Congress' partners in Uttar Pradesh.

"Thank you for the welcome @siddaramaiahji. I heard number of farmers committing suicide in Karnataka was highest in your regime, not to mention the numerous deaths and transfer of honest officers."

He further tweeted: "As UP CM I am working to undo the misery and lawlessness unleashed by your allies."

How Congress sees Yogi Adityanath: #RecipeForDisaster

The Congress put out a particularly stinging video mocking UP CM Yogi Adityanath, sparking strong reactions from the BJP.

The one-minute-long video from the @INCIndia official handle, with the hashtag #RecipeForDisaster, targeted Yogi as the one who puts together a communal cauldron with a mixture of criminal records, lies, misogyny and saffron tint and "served with hate" and with "zero attention to development" -- a video that seems to take on Yogi head-on, a week after he campaigned for the BJP in many rallies.

The video clip, titled 'Here's a recipe for a BJP star campaigner. We don't recommend it.' Called 'Recipe for a BJP Star Campaigner,' the video attacks Adityanath on his criminal record and his "zero" attention to development. It also takes on his Hindutva antecedents, by referencing 'Saffron Dye 1 litre'.

Rahul Gandhi ramps up social media presence:

The Congress scion has been extremely dynamic on the microblogging blogging website as of late, saying something regarding demonetisation and the agrarian emergency. He has likewise imparted bits from his connections to non-inhabitant Indians (NRIs) in the United States.

With centre unmistakably around the upcoming 2019 General Elections, the recently chose party chief likewise guaranteed to patch up the 133-year-old association, as he declared the significance and estimation of Congress' "Ideology". Past the political rhetoric and sloganeering, be that as it may, there are a few reasons why Rahul's discourse in the gathering's meeting expect centrality, both for his prospects and for political conditions this time one year from now.

Modi supposes he is an incarnation of God, Rahul featured late tricks in the nation utilizing the executive's last name. "Nirav Modi has an indistinguishable name from our leader. He is the greatest misrepresentation in India. Likewise, Lalit Modi, the most degenerate individual of Indian cricket additionally shares an indistinguishable name from our PM. All the greatest degenerate individuals of our nation share a similar name with Modi," he said.

Congress president changed his Twitter username out of the blue since joining the small scale blogging site in 2015. From @OfficeOfRG, he changed the handle to his full name, @RahulGandhi, seeming to take control of his words. "I anticipate your criticism and remarks, and to proceeding with my exchange with you through Twitter and different stages," he stated, while declaring the change.

When religion apparently is molding political talk the nation over and savants expect issues, for example, the Ram Janmabhoomi-Babri Masjid debate to characterize battles in 2019, Rahul conjured the epic Mahabharata in his deliver to a huge number of Congress workers on Sunday. Contrasting the present political milieu with plots in the Mahabharata, he said the BJP look like the Kauravas, who were eager for control, while his gathering, similar to the Pandavas, remained for truth.

The Kauravas were capable and self-important. The Pandavas were modest and battled for reality. Like the Kauravas, the BJP and RSS are intended to battle for control. Like the Pandavas, Congress is intended to battle for truth, he said. Will India carry on a lie or will India have the valor to confront reality? Today, the degenerate and effective control the discussion in the nation."

Bots behind the rise in sudden twitter popularity: @OfficeofRG

A war of words on Saturday broke out between the BJP and the Congress over Rahul Gandhi's Twitter resurgence after news office ANI recommended 'bots' or web robots that can deliver robotized mass retweets were behind it.

When 'OfficeofRG' retweeted US President Donald Trump's tweet praising American-Pakistani relations with a caption 'Modi ji quick, looks like President Trump needs another hug'.

The tweet immediately achieved 20,000 retweets and as of now has touched even more in short duration, the report guaranteed, including a nearby investigation of this tweet demonstrated that these claimed 'bots' with a Russian, Kazakh or Indonesian trademark were routinely retweeting the Congress VP's tweets.

A web bot is a product application that runs mechanized assignments (contents) over the web.

While Rahul Gandhi has a long way to go to match the social media following of Modi, it seems he is now actively ramping up his Twitter presence in an attempt to counter the BJP.

Fake following in millions for PM Modi:

Narendra Modi is a man of web-based social networking. Throughout the most recent four years, on the off chance that he has figured out how to pass on a message, it is that he questions most of the press. He precisely picks who he needs to be met by. For everything else, the PM depends on his gigantic web-based social networking nearness — 43 million on Facebook and 41 million on Twitter — to do his offering. Yet, is his web-based social networking status, at any rate in genuine numbers, all that it's built up to be? Maybe not.

Another issue of Prime Minister Narendra Modi following some Twitter handles of horrendous online trolls who continue posting injurious substance via web-based networking media is one which has been talked about over and over and once more.

After activist-writer Gauri Lankesh's murder, a few of these frightful trolls on Twitter communicated bliss at the wrongdoing. Indeed, such was the overflowing of damaging substance on Twitter that Information and Technology serve Ravi Shankar Prasad needed to issue an announcement against such harsh message.

But something disturbing which people and the media noticed yet again was that the prime minister himself had followed some of these trolls on Twitter who were expressing sadistic joy at the brutal murder of Gauri.

Modi following abusive online trolls on Twitter spilled out via web-based networking media and the hashtag #BlockNarendraModi in a matter of moments wound up one of the best patterns on the miniaturized scale blogging webpage. The hashtag was motivated by one Nikhil Dadhich, a professional conservative troll, who spouted about the way that the PM took after his Twitter account.

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BJP's efforts to Make Demonetisation A Success, on Twitter-#DemonitisationSuccess

Demonetisation drive was a crazy ride for the vast majority. From being energized and cheerful that dark cash hoarders will at last be gotten to being disappointed and tired of holding up in long lines outside banks and ATMs - we encountered everything.

To celebrate a year of Demonetisation the hashtag #DemonetisationSuccess became trending in India, led by some BJP ministers and supporters. A close investigation of the hashtag by guard dog handles and hawk looked at Twitterati uncovered the pattern as just a sham executed by the BJP to move the story, a demonstration that they have been blamed for a few times when the demonetisation apparently neglected to accomplish an objective freely said by Modi or anybody in the Central government.

The first set of tweets was put up by some BJP leaders, and it seemed innocuous enough, given that they were BJP leaders and it makes sense to glorify a move brought about by the same party.

Soon, various Twitter handles began leaving the woodworks, all tweeting a similar general message of how Demonetisation is an enormous accomplishment for India and the Modi government, directly down to the accentuation and, truly, the words. All the tweets had the same general content of how the move increased the tax base, reduced black money, crippled terror funding and a host of other things the BJP used to shift the narrative on the demonetisation plan..

The official handle of Aam Aadmi Party (@AamAadmiParty) had the perfect opportunity to take a dig at Modi as they called the entire demonetisation a failure.

*"BJP is poor on policy,
Worse on administration,
Incompetent in execution.
This is how #DeMonetisationFailed after claiming hundreds of lives".*

CPM general secretary Sitaram Yechury took to Twitter launching a barrage of tweets attacked the Centre over demonetisation.

"Over 100 people died due to demonetisation. Jobs lost, lives turned upside down, livelihoods over. Just due to one man's whim #NeverForget"

Randeep Surjewala demanded an apology from Prime Minister Narendra Modi saying demonetisation not only dented institutional sanctity of the RBI but also India's credibility abroad. Surjewala posted a series of tweets and videos on Twitter.

Another failed attempt to discredit the #KisanLongMarch:

As the Kisan March in Maharashtra got the favor of Social Media, the BJP IT Cell went into freeze mode and endeavored to drift #KisanThanksDevendra. They flowed a 22-page Google report which was an accumulation of ideas in help of this pattern. The record contained the standard thing - tired ideas of the different plans reported by the BJP State and Central Govts and attempting to cast defamations at the Kisans' and Left's thought process behind the March.

While Twitter has kept up that they oppose such sorted out endeavors to make inclines and would punish accounts which reorder tweets all at once, minimal solid move has been made by them in such manner. Given the enormous measure of cash, political gatherings, particularly the BJP, spend on Social Media stages like Twitter, this absence of activity on their part isn't shocking.

Following quite a while of false guarantees and pushing counterfeit News to ruin its rivals and anybody reprimanding or challenging their arrangements, BJP's believability is wearing flimsy. Provincial India is fuming with discontent as the different Kisan challenges in various parts of the nation appear. Presently it gives the idea that Urban Indians are at long last getting up to speed to this pattern.

However, such is the popularity of the Kisan March amongst India Twitterati that this fake trending campaign failed. The hashtag #FarmersMarchToMumbai which is supportive of the Kisan March continued to trend.

Randeep Surjewala demanded an apology from Prime Minister Narendra Modi saying demonetisation not only dented institutional sanctity of the RBI but also India's credibility abroad. Surjewala posted a series of tweets and videos on Twitter.

Who is faking it?

A Twitter war broke out after BJP IT Cell head Amit Malviya posted a video demonstrating a lady giving phony record lessons professedly to Congress laborers. BJP has affirmed that the lady in the video is Congress advanced correspondence in-control Divya Spandana. Sharing the video on Twitter, which has turned into a web sensation, Malviya stated,

"After a fizzled endeavor to send BOTS with a specific end goal to shore up Rahul Gandhi's notoriety via web-based networking media, Divya Spandana, responsible for Congress' computerized correspondence, got on camera asking specialists to make different 'phony records' to spread falsehood about Modi govt..."

Divya Spandana responded pointedly to the video flowed by BJP IT Cell head. Divya said the video was altered outside of any relevant connection to the issue at

hand by the BJP. She made three focuses in a tweet:

1. The video is altered outside of any relevant connection to the subject at hand
2. Was clarifying the distinction between bots, counterfeit records and various records to an inquiry from the group of onlookers.
3. Stated, in the event that you need to express your own particular view kindly do as such on your individual handle not on an official record."

Divya and Malviya were associated with a severe Twitter war over PM Narendra Modi's discourse in Karnataka a week ago. Modi had utilized an acronym 'TOP' (tomato, onion and potato) to explain his "best" need for ranchers. In a putdown on Modi's comments, Divya had tweeted, "Is this what happens when you're on POT?."

Malviya hit back at Divya, asking Rahul Gandhi if he would dismiss her from the Congress party like he had done by removing Mani Shankar Aiyar for his 'chaiwala' jibe against Modi. (1.19)

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ANALYSIS AND DISCUSSIONS:

Irrespective of the media system prevailing in a country, politics and the media are intertwined in their existence, which manifests in political communication. Politicians need to articulate, influence, and shape their public discourse to meet the expectations of their citizens. For this, they need to use the prevailing media environment in a country or era. In contemporary times of hybrid media systems, there is a range of sources of information accessible to the public, politicians, and others engaging in public discourse. These actors require judgment and management in deciding which medium is the most appropriate for communicating a political event or process (Chadwick, 2013). In Modi's case, his government is using the mobilization model for its political agenda-building strategy (Cobb et al., 1976). Modi and his government are extensively using new media technologies and social platforms to not only inform the public about its policies but also as access to a large source of information about citizens' views and wants in terms of tweets and retweets, Facebook likes and comments, and ideas posted on various government websites (ANI, 2016)

The conservative BJP, which remains for Bharatiya Janata Party, has customarily had the more grounded online nearness. The gathering has outsourced its online battle to proficient organizations, who enlist volunteers to guarantee that the gathering's perspectives are reflected in attachment. Modi himself is an enthusiastic tweeter and has in excess of 1,475,750 devotees.

Rahul Gandhi, who has situated himself, as the voice of youth has been scrutinized for not connecting with people in general on the web. Presently, his Congress Party is endeavoring to make up for lost time. The board of trustees framed to plan the gathering's effort for the following general decisions has requested that senior individuals present their Facebook, Twitter and YouTube characters to fabricate a database. All of a sudden, the gathering's Facebook account is humming with movement.

One can understand the Congress president's anxiety over pepping up the demoralised party leaders and workers. Time is short, Parliament elections are approaching and parties are getting into the election mode.

It will be a long and arduous climb for the Congress that has 44 seats in the Lok Sabha to get close to a figure that will help it be in a respectable position, let alone reach the magical figure of 272.

Sonia saying that "Congress is a movement, not political term," or Rahul asserting that the Congress versus BJP battle is comparable to the fight between "Pandavas and the Kauravas", can earn applause from the assembled party workers but nothing beyond.

In competitive electoral politics such phrases are vain, self-congratulatory slogans. He knows that the Congress is in desperate need for a makeover. The time for it is now. The Congress president, who has stepped up his Twitter game over the last year and a half, is a pretty regular - though not prolific - tweeter. Last November, he joked on the microblogging site that his dog 'Pidi' handles his tweets.

In two months from now, the Modi government will complete four years in office. In the penultimate year of its first term, it is but logical to take stock of the performance of the BJP government which came to power riding on the aspirations of millions of Indians seeking riddance from the corrupt and divisive rule of the Congress.

Suddenly, there is a spring in the strides of the Opposition as they sense a chance to replicate its by-poll success in 2019. No one can be stopped from day-dreaming but every rational election analyst would agree that by-poll results are not the basis for predicting a national trend. What his government has achieved in this short span is nothing short of a marvel.

Delivering corruption-free governance is perhaps the biggest achievement of the Modi government, particularly when every sector of economy was steeped in the curse of this malaise under the Congress rule. The country is now ready to reap the benefits of one of the boldest and decisive moves of demonetisation and Goods and Service Tax (GST) rollout. With the temporary setbacks because of the much-needed shock treatment behind us, and fundamental structural reforms like insolvency law and bank recapitalisation getting into place, one can clearly visualise India moving into an era of unhindered double-digit growth for at least 10 years.

Without sparing a care to the nerve damage caused due to the ever-burgeoning trend of earsplitting inflammatory speeches sneaking into our living rooms, politicians started to get

kick out of using social media to deride further the stability of their wits and our integrity. In recent years, Indian politicians have been flocking towards twitter to mold a nest, much to the dismay of intellectuals and immense gratification of twiterrati.

Be that as it may, this newly discovered love for web-based social networking is unexpected considering India's unstable reputation of ensuring flexibility of articulation on the web.

Counterfeit records are frequently keep running by bots — a kind of programming that controls a Twitter account through the Twitter API, which is modified to perform different capacities self-ruling and tends to target particular watch-words or sorts of profiles — that may take after, retweet, as or even say another client, with a specific end goal to send spam. These phony records are, in every practical sense, an approach to improve things look.

What Divya Spandana, Congress IT Cell Head did was maybe not foreseen by anyone in the political circuit. Rahul Gandhi who was proclaimed a fizzled pioneer a senior priest in the BJP now sends chills down the spine of numerous in the decision party by his online networking nearness. The very educated BJP now feels the need of assaulting Gandhi for every single tweet of Rahul that is condemning of the Modi Government. Senior Ministers in the present Government now are at work of countering Rahul's comments via web-based networking media, which makes it clear that Rahul Gandhi has picked up conspicuousness in the virtual space, and the credit can be massively ascribed to Divya.

Congress' execution in Gujarat decisions an assurance promoter for the gathering president Rahul Gandhi. In the event that there is a significant change in Rahul's mystique, his approach towards viable communication, at that point an offer of credit goes to performer turned-legislator Divya Spandana otherwise known as Ramya. Indeed, even rivals won't deny the way that since Ramya was designated the head of Congress IT and web-based social networking head, Rahul Gandhi's fortunes have improved.

At first, Rahul Gandhi was derided, scorned for his posts via web-based networking media stages. In any case, those remarks were untimely demonstrated wrong by Ramya. Individuals are currently perceiving Rahul Gandhi as a potential pioneer. His tweets look incredible nowadays. Ramya demonstrated the fearlessness, which numerous youthful Congress pioneers needed, to assault PM Narendra Modi on Twitter and Facebook. She has demonstrated that rivals can crush via web-based networking media stages too. You may have seen Rahul Gandhi was all around readied, brought up exact and viable issues to adversaries amid race mobilizes. His tweeted lyrics and Shayari's, which is a sensational change in the substance. Twitterati is awed by this new approach.

Ramya's appointment as a social media head is being hailed as Rahul Gandhi's first victory in politics. As Narendra Modi has demonstrated how to win the elections through social media and how it can reach people. Now, Ramya is treading the same path.

The main arrangement of tweets was set up by some BJP pioneers, and it appeared to be sufficiently harmless, given that they were BJP pioneers and it bodes well to extol a move realized by a similar gathering.

Every one of the tweets had a similar general substance of how the move expanded the assessment base, decreased dark cash, injured fear subsidizing and a large group of different things the BJP used to move the account on the demonetisation design. It is at present unverified on the off chance that it was issued by the IT cell of the BJP or if the rundown was meticulously incorporated by the client.

CONCLUSION:

Indian politicians' latest weapon against each other: The hashtag.

That's ironic since internet penetration in India is barely 10%, and nobody knows when upcoming elections will actually be. The idea of being able to reach a wide (indeed global) audience in short bytes of text not exceeding 140 characters is a deceptively simple one that has captured the imagination of millions. Twitter is an extraordinary broadcast medium—an interactive Akashvani.

As past studies have appeared, in the last few years social media have ended up a vital political communication channel.

It empowers political teach and voters to specifically connected with each other. In this manner, political exercises might pick up more straightwardness and citizens might be more included into political decision-making forms. Be that as it may, until presently the possibilities of political discussions in social media including political teach could not be abused sufficiently. One reason for that is a need of information of lawmakers around current themes and talks on diverse social media stages. Based on an extensive literature review, we could watch the expanding relevance of and the need for analysing political discussions on distinctive social media platform especially Twitter. As a main contribution, we proposed a framework for social media analytics in political context.

In 2009, Shashi Tharoor was the only Indian politician to have a Twitter account and had 6,000 followers. Eight years later there is hardly any major political leader who does not have an account on Twitter.

Despite the fact that none of the organizations will talk about the promotion income this decision cycle, every one of them have put in a while of enthusiastic endeavors and occupied considerable measure of their assets in the races, a significant number of them working a huge number of miles from India.

While the majority of the users of social media are concentrated in urban areas, the elections have also helped them expand their reach to the rural areas too.

Before the elections, the use of social media was generally restricted to the national political parties, but as the general elections gained momentum, even regional parties joined the social media bandwagon.

the last three or four years have shown a dramatic acceleration in the pace at which the political world is embracing social media. There is, of course, the BJP's wholesale adoption of Twitter—Modi's allies in the space included the then leader of the opposition, Sushma Swaraj, and a cohort of organised supporters, and now that he is prime minister, his entire Cabinet has been instructed to emulate him. Indeed, social media is the PM's instrument of choice for conveying his messages to the countries he is visiting, including in their own languages. But other prominent Indian politicians of all parties have leapt in too. Just a day after he was sworn in as the president, Pranab Mukherjee announced that he would be opening a Facebook account to receive and respond to queries from the public.

Beng responsive on Twitter—though it adds to the sense of public accountability that is invaluable in a democracy—creates its own challenges. Sushma Swaraj has already blamed Twitter's 140-character limit for an imprecisely-worded message about the prime minister that created political ripples within the BJP. Of course, there is the safety net that politicians can always type, delete and retype before pressing enter—but Ms Swaraj reportedly dictates her Twitter messages, so perhaps that is more difficult for her!

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